

# ARTREPRENEUR ACCELERATOR

\$OUL BUSINESS FOUNDATIONS FOR ARTISTS

The background features a complex, layered pattern of dark, wavy, marbled lines in shades of black, charcoal, and deep blue, with occasional highlights of gold and brown. Overlaid on the right side is a network of thin, bright yellow lines forming a series of interconnected, irregular polygons. The overall aesthetic is modern and artistic.

**CREATING AND SHARING YOUR  
AUTHENTIC ARTIST SELF**

# THE MINDSET





# WHO ARE YOU?

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- What makes you YOU?
- What are your values?
- Why do you make art?
- What makes your art YOURS?



# YOU AS THE BRAND

- Think of branding like a self portrait
- What is your style?
- What makes your vibe?
- How people remember you

# YOUR STORY

- Who are you?
- Why do you make art?
- Why do you share your art?
- What inspires you?
- How did you get to where you are now?
- What do you value?





# MESSAGING

- What do you want to say?
- What do you want your artwork to accomplish?
- Conveying your beliefs and values through messaging

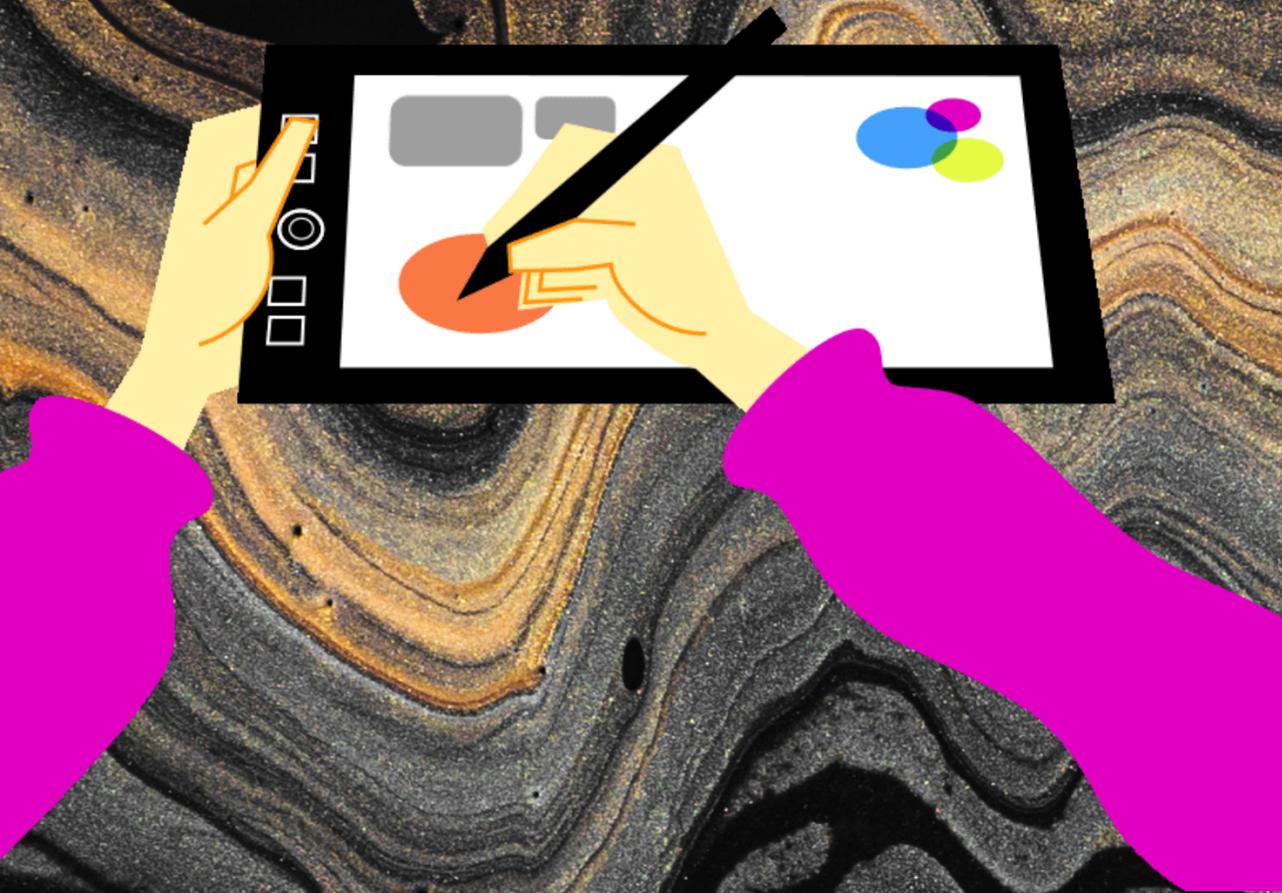


# AUTHENTICITY

- What makes authenticity?
  - Transparency
  - Honesty
  - Vulnerability
  - Personality
- Creates a deeper sense of connection with your supporters

# DESIGNING YOURSELF

- How do you want people to see you?
- You get to curate and design who you are as an artist

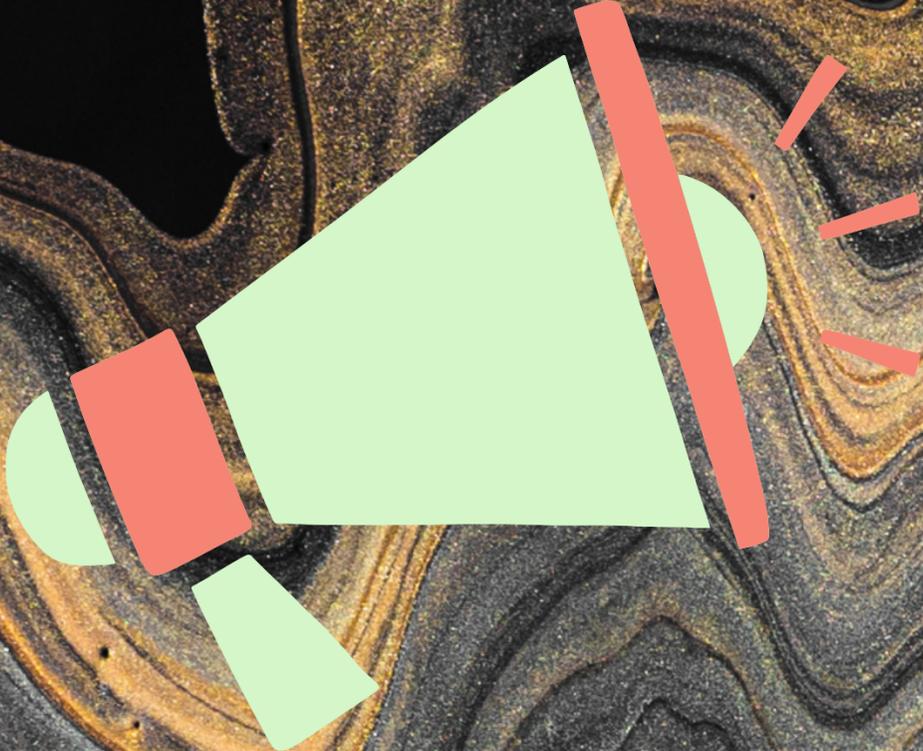




# SOULMATE CLIENTS VS. GENERAL PUBLIC

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- Not everyone is going to like you - so stop trying to appeal to everyone and serve your soulmate clients instead



# FINDING YOUR VOICE

- What makes you worth listening to?
- What makes you stand apart from other artists?
- Shine the spotlight on what YOU do that's DIFFERENT



# FACING YOUR FEARS

- What is stopping you from showing up authentically?

# THE TOOLS





# WHAT IS BRANDING?

- Definition: distinctive wording or design used to identify a particular brand.

# CREATING YOUR BRAND

- Brand Kit;
  - Color scheme
  - Themes/patterns (Your distinctive art style)
  - Fonts
  - Logo
- What "vibe" do you want to curate?



# LOGO CONCEPT EXAMPLES



NOΔ KNΔFO



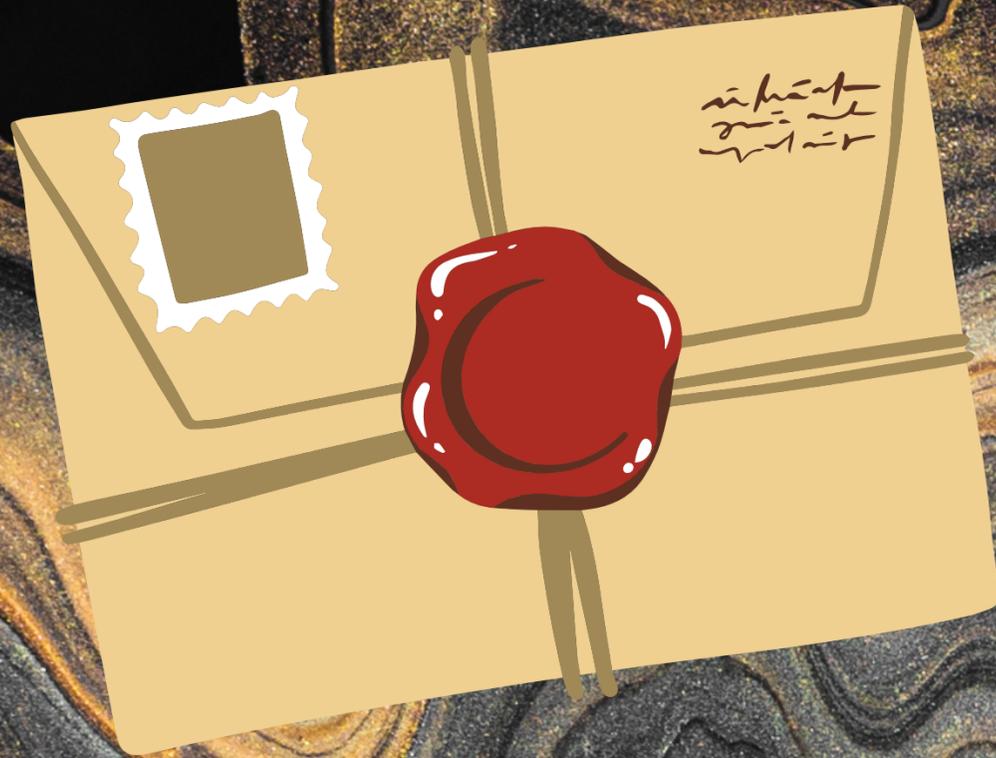
*Autumn Skye*

Original Paintings by Autumn Skye

*Stephanie Rose Freeman*

# WHAT IS MESSAGING?

- Definition: the way your brand communicates its unique value proposition and personality through its verbal and nonverbal messaging.





# MESSAGING

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- This allows your supporters to develop a relationship with your brand
- Your messaging creates a story which encourages engagement



## HOW TO FIND YOUR "MESSAGE"

- What do you care about and value?
- How do you talk about your values?
- What journey do you want to take your supporters on?
- What do you want to contribute to the world?
- What are the themes in your artwork? Your life? What connects them?



# TIE IT TOGETHER

- Creating consistency
- Across all platforms:
  - same "name" - easy to find
- What ties it all together?
- Is it obvious it's the same person?

The background features a complex, layered marbled pattern in shades of dark brown, black, and gold. The pattern consists of wavy, concentric lines that create a sense of depth and texture. Overlaid on the right side of the image is a series of thin, golden-yellow lines forming a complex, multi-pointed geometric shape, resembling a stylized star or a network of interconnected points.

# BRANDING EXAMPLES

← carla\_grace\_art

 1,281 Posts 165K Followers 571 Following

**CARLA GRACE**  
Artist  
Original wildlife paintings  
Artist tutorials, original paintings and limited edition framed book  
Enquires: carla@carlagraceart.com  
www.carlagraceart.com/

Followed by beautifulbizarremagazine, dimitrisirenko and 22 others

 View Shop

Following Message Email +

ART FAIRS Q... BEFORE/AF... FILMING MY AUTHEN... REMOVIN

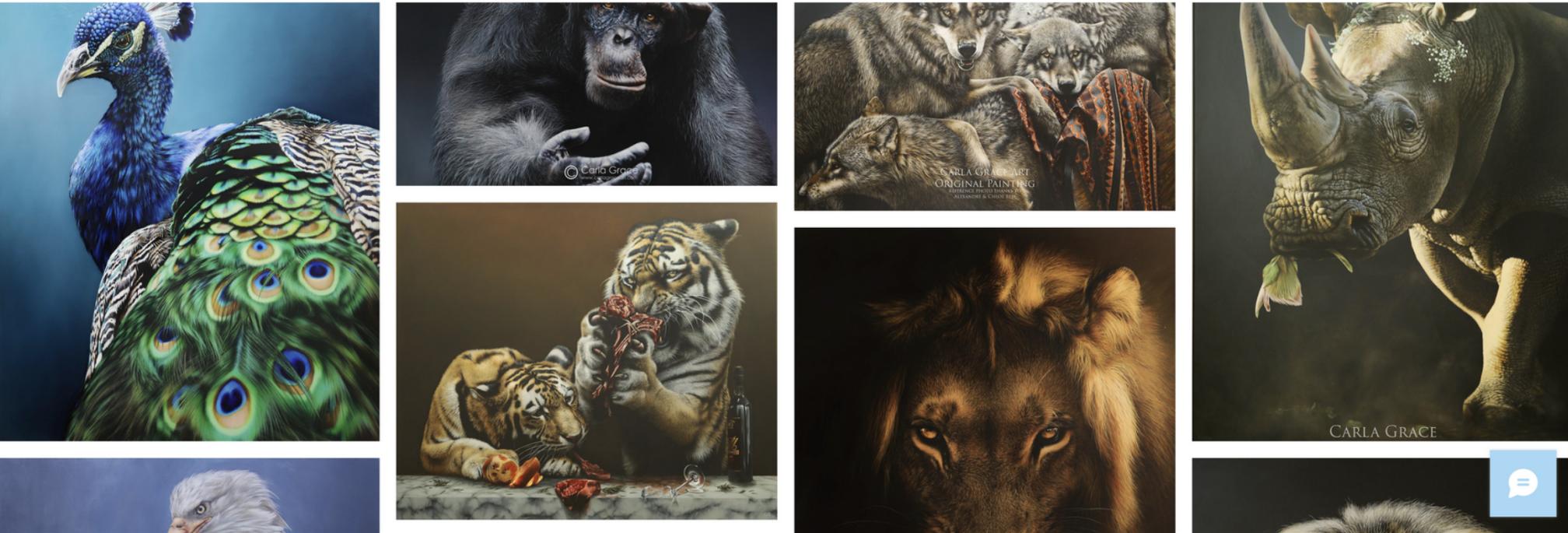


# CARLA GRACE

- The Vibe; clean, professional, classy, exclusive, quality, premium, put-together, serious

← → ↻ carlagraceart.com

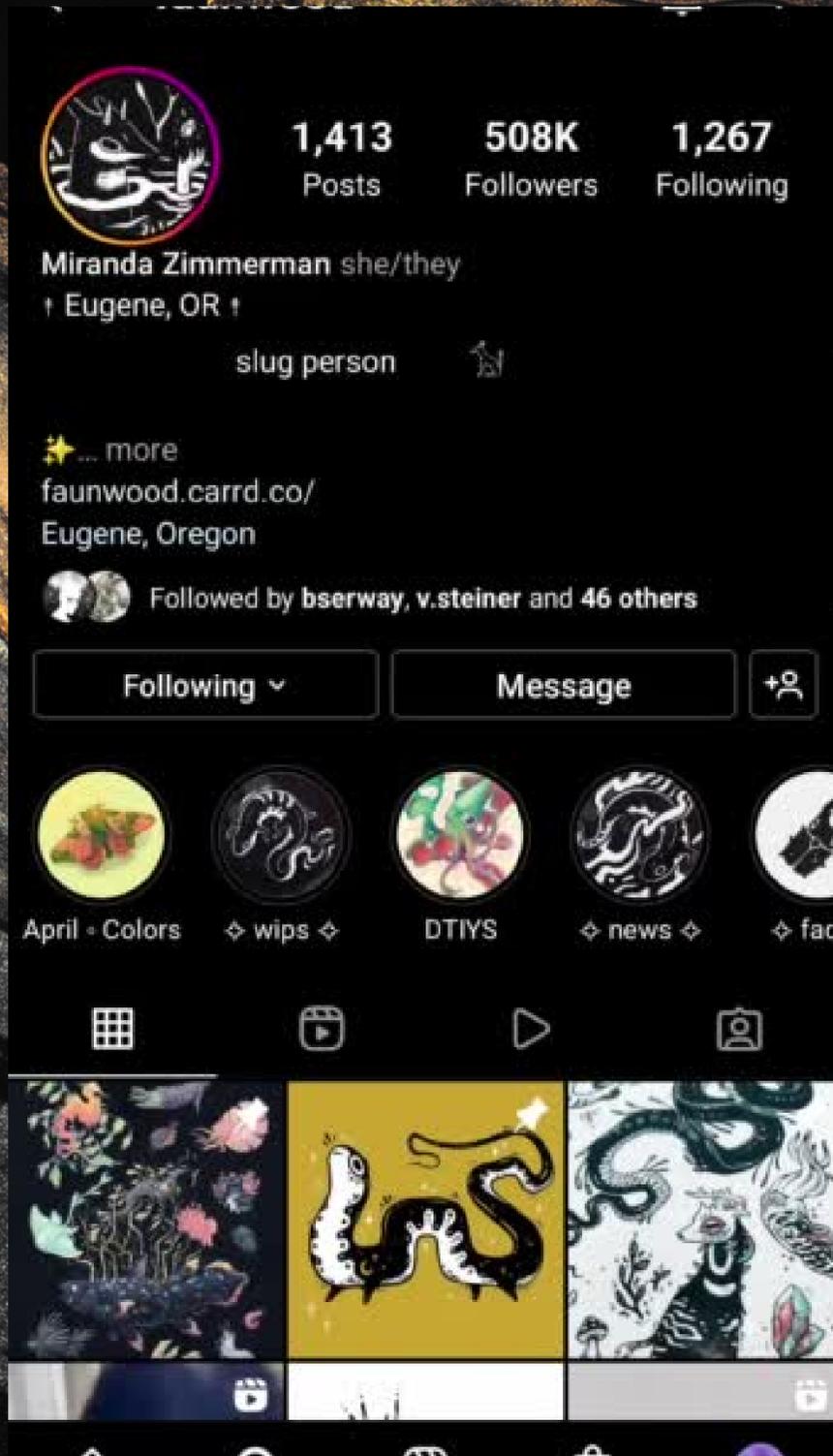




CARLA GRACE ART ORIGINAL PAINTING

CARLA GRACE






**1,413** Posts    **508K** Followers    **1,267** Following

Miranda Zimmerman she/they  
 † Eugene, OR †

slug person

✨ ... more  
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 Eugene, Oregon

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# FAUNWOOD

- The Vibe; whimsical, simple, funky, cute, witchy, illustrative, fantasy



[faunwood.com](http://faunwood.com)



WORK • SHOP • PATREON

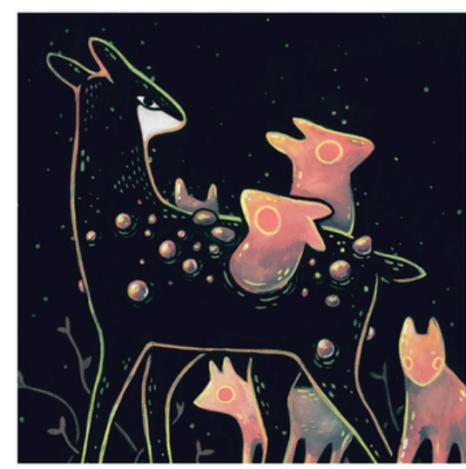
   
   




# FAUNWOOD

illustration & design by miranda zimmerman

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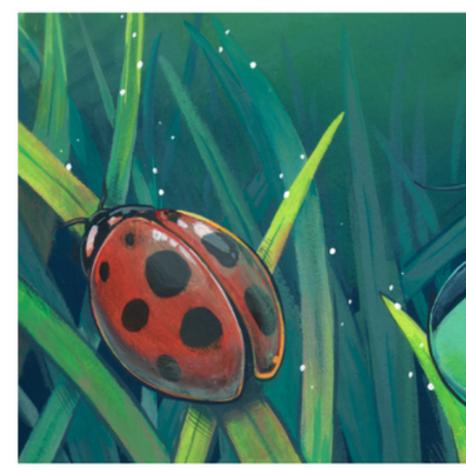
morphology



salut v



nucleus 2020



insect encyclopedia






**2,600** Posts    **703K** Followers    **1,402** Following

**Callen Schaub** he/him  
 Artist  
[callenschaub.com/](https://callenschaub.com/)

Followed by [miley Cyrus](#), [Caro Arevalo](#) and 27 others

[View Shop](#)

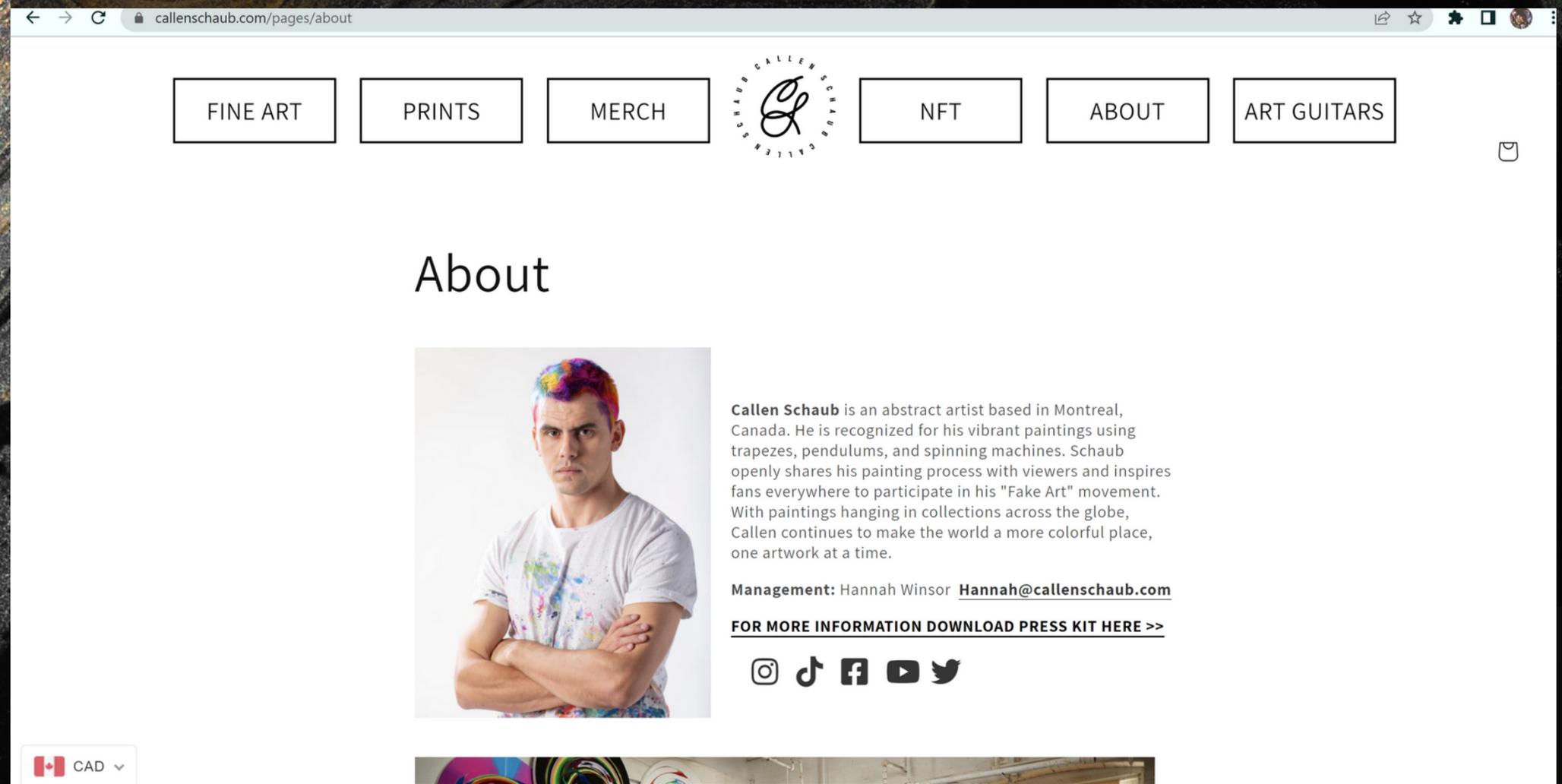
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Grid of vibrant abstract art images

# CalLEN SCHAUB

- The Vibe; rainbow, high end, #fakeart, vibrant, abstract, unapologetic



[FINE ART](#) | [PRINTS](#) | [MERCH](#) |  | [NFT](#) | [ABOUT](#) | [ART GUITARS](#)

## About



**Callen Schaub** is an abstract artist based in Montreal, Canada. He is recognized for his vibrant paintings using trapezes, pendulums, and spinning machines. Schaub openly shares his painting process with viewers and inspires fans everywhere to participate in his "Fake Art" movement. With paintings hanging in collections across the globe, Callen continues to make the world a more colorful place, one artwork at a time.

**Management:** Hannah Winsor [Hannah@callenschaub.com](mailto:Hannah@callenschaub.com)

**FOR MORE INFORMATION DOWNLOAD PRESS KIT HERE >>**



CAD

Menu

FINE ART

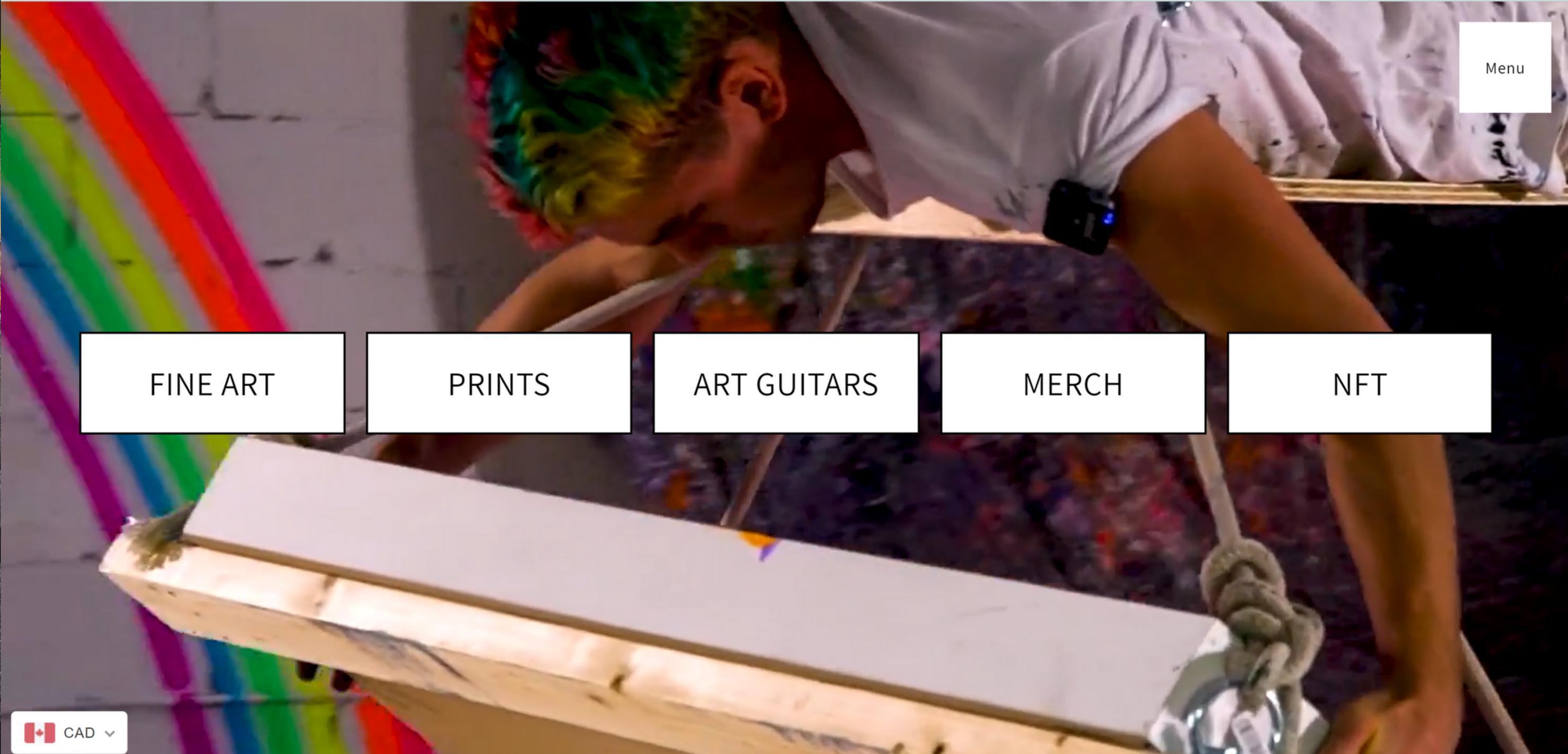
PRINTS

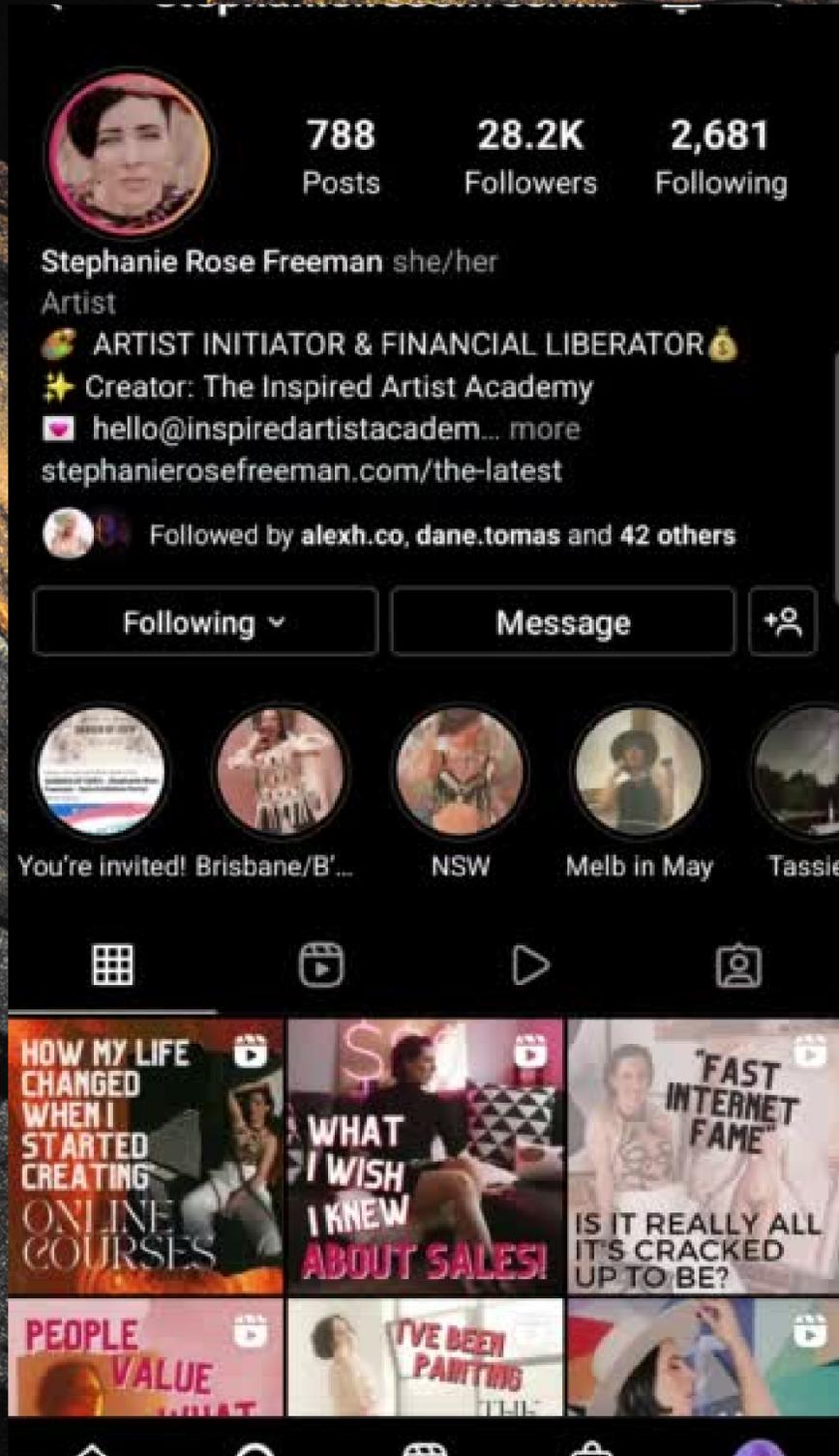
ART GUITARS

MERCH

NFT

🇨🇦 CAD ▾






788 Posts
28.2K Followers
2,681 Following

**Stephanie Rose Freeman** she/her  
 Artist  
 ARTIST INITIATOR & FINANCIAL LIBERATOR 💰  
 ✨ Creator: The Inspired Artist Academy  
 ✉ hello@inspiredartistacadem... more  
[stephanierosefreeman.com/the-latest](http://stephanierosefreeman.com/the-latest)

Followed by alexh.co, dane.tomas and 42 others

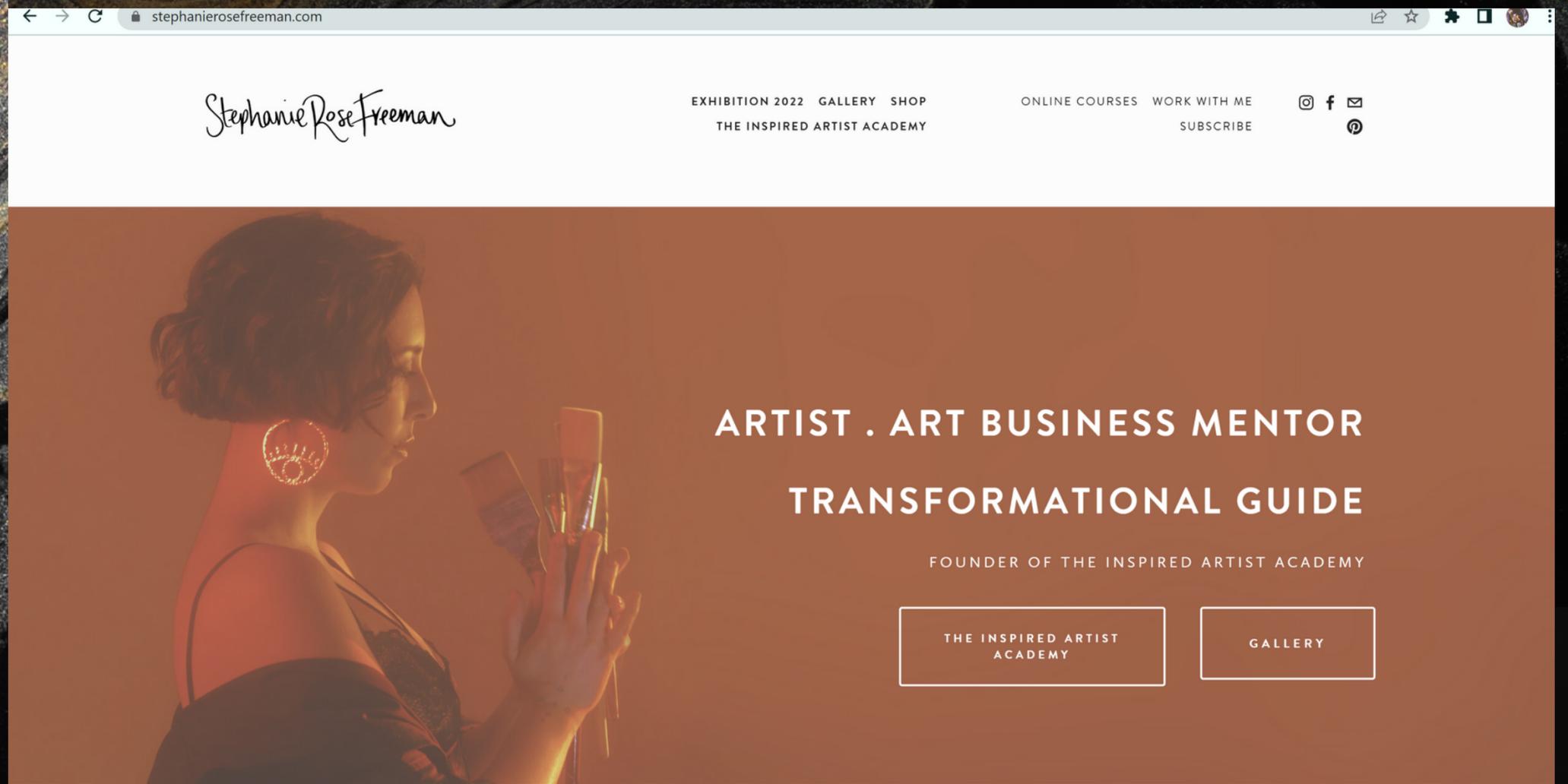
Following Message +

You're invited! Brisbane/B'... NSW Melb in May Tassie

HOW MY LIFE CHANGED WHEN I STARTED CREATING ONLINE COURSES  
 WHAT I WISH I KNEW ABOUT SALES!  
 "FAST INTERNET FAME"  
 IS IT REALLY ALL IT'S CRACKED UP TO BE?  
 PEOPLE VALUE WHAT  
 I'VE BEEN PAINTING

# STEPHANIE ROSE FREEMAN

- The Vibe; sensual, loud, feminine, big energy, abundance, confidence



[stephanierosefreeman.com](http://stephanierosefreeman.com)

*Stephanie Rose Freeman*

EXHIBITION 2022 GALLERY SHOP ONLINE COURSES WORK WITH ME  
 THE INSPIRED ARTIST ACADEMY SUBSCRIBE

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THE INSPIRED ARTIST ACADEMY GALLERY



686  
Posts

295K  
Followers

886  
Following

Brian Serway

Artist

Southern Appalachian illustrator — conjuring nature's nocturnal mischief | shop & other links below

Founder & curator @hollerhousebristol

bio.site/bserway

Followed by v.steiner, velvetmush and 33 others

Following

Message



Fundraisers



Artist tips



Art spotlight



#drawserway



# BRIAN SERWAY

- The Vibe; dark, fantasy, creepy, mysterious, wild, witchy

The screenshot shows the website bserway.com. At the top, there is a navigation menu with links for PRINTS, ORIGINALS, STICKERS, INFO+, PATREON, and TIP JAR. Below the navigation is a large, atmospheric illustration of a forest at night with glowing particles. Underneath this is a section titled "FEATURED SELECTION" which displays a row of five small image thumbnails: a dragon head, a hand holding a glowing object, a raccoon with glowing eyes, a deer with glowing orb, and a deer head with glowing orb. A notification icon with a red '1' is visible in the bottom right corner of the website screenshot.



5,564  
Posts

254K  
Followers

5,610  
Following

Chris Dyer

Artist

Peruvian-Canadian artist, sharing his personal medicine as honest expressions of Soul. Peaceful Warrior. Skater 4 life. Oneness! #chrisdyer  
linktr.ee/Positivecreations



Followed by randalrobertsart, amandasageart and 219 others

Following

Message



Vinyl Mornin...



Colorado 21



Poopoo fun



Montreal '21



Toy Ge



# CHRIS DYER

- The Vibe; bright, street art, skater, graffiti, funky, playful, fun





# YOUR IDEAL CLIENT

- Client avatar
- The more specific, the better!
- What do they want to see?
- What makes them buy?
- Put yourself in your buyer's shoes



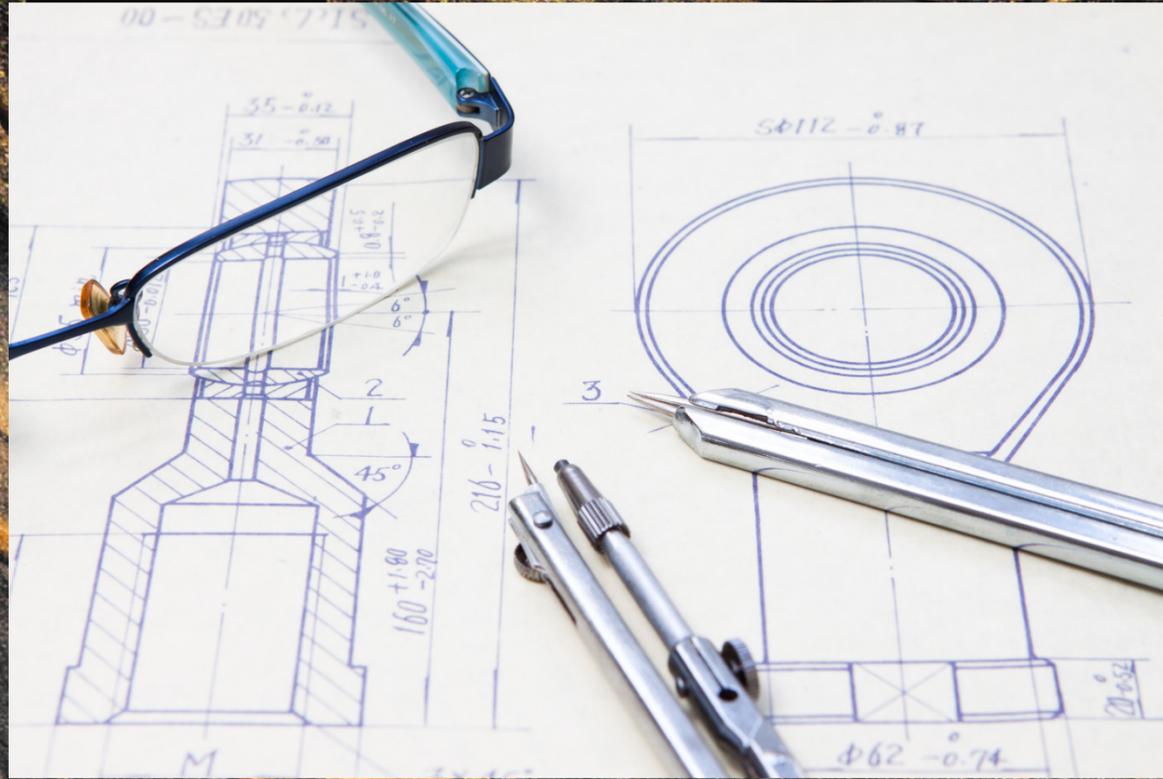
# CLIENT AVATAR

- NAME, Age, Gender
- Where do they spend their time?
  - Online?
  - In person?
- Where do they source their information?
- What are their goals and values?
- What are their challenges and pain points?
- What are their objections?



# COPYRIGHT

- As an artist, all your creative material is automatically considered copyrighted.
- You can track people using your images using a copyright tracking platform (such as Pixsy)
- If someone uses your work without permission, you have every right to take legal action if necessary.



# DESIGN TOOLS

- Canva
- Photoshop & Illustrator
- TailorBrands